Application Number: MC2008/0055

Site Description

The site area is situated within Land at Lower Lines along Prince Arthur Road, Opposite Khyber Road, Brompton and is in close proximity to the Royal Engineers Museum. The post-mounted sign will be located opposite the junction of Khyber Road with Prince Arthur Road, which forms part of the Heritage Trail. The sign will be within the south eastern boundary of the new College site, currently the Lower Lines site.

Proposal

This application seeks advertisement consent for 1 of a total 14 'theme boards' proposed as part of a Heritage Trail, the route of which will pass through places of interest and locations of historic military significance in the history and defence of Chatham's military installations.

This will involve the installation of theme boards at appropriate locations illustrating the locations of significance by means of text, diagrams and reproduction of photographs, relating to specific locations.

This application is for the erection of one post-mounted sign along Prince Arthur Road, opposite the entrance of Khyber Road, Gillingham. The sign will have an image size of 975 by 680mm. The heritage route will be placed in the bottom right hand corner and the sign number together with the theme title, in the left hand corner. Descriptive text, photos, with captions, diagrams and drawings will be included. This application for the post-mounted sign will be themed as Lower Lines.

Relevant Planning History

MC2008/0048	Two post-mounted signs at Chatham Library, Dock Road, Chatham.
MC2008/0049	Wall-mounted sign at the former Lloyds of London Building, Dock Road, Chatham.
MC2008/0050	Wall-mounted sign at Kitcheners Barracks, Brompton Hill.
MC2008/0051	Erection of a post-mounted sign along Amherst Redoubt, Brompton, Gillingham.
MC2008/0052	Erection of a post-mounted sign at Garrison Tennis Courts, Brompton, Gillingham.
MC2008/0053	Erection of a post-mounted sign at Sally Port (Opposite No 1), Brompton.

MC2008/0054	Erection of a post-mounted sign at the Royal Engineers Museum, Prince Arthur Road, Gillingham.
MC2008/0056	Erection of a post-mounted sign at the Black Lion Centre, Mill Road, Gillingham.
MC2008/0059	Erection of a post-mounted sign at Great Lines, Marlborough Road, Gillingham.
MC2008/0061	Erection of a post-mounted sign at Great Lines Naval War Memorial, Chatham.
MC2008/0062	Erection of a post-mounted sign at Fort Amherst, Chatham.
MC2008/0063	Erection of a post-mounted sign at Fort Amherst (junction of Dock Road/Khartoum Road), Chatham.

Representations

The application was advertised by the posting of a site notice and a notice in the Local Paper. The individual neighbour notification of the owner/occupiers of numbers 1 and 2 Prince Arthur Road, Gillingham was also carried out. The Urban Design & Conservation Officer and Integrated Transport were consulted on the proposal.

No letters of representation have been received.

Integrated Transport has no objection to the proposal.

Urban Design & Conservation Officer has a number of concerns regarding the proposal with regard to signage maintenance, potential to be superseded by a wider interpretation strategy for the World Heritage Site area and the need to upgrade the information and as such requests a temporary consent of 5 years be given.

Development Plan Policies

Medway Local Plan, 2003

Policy BNE1	(General principles of Built Development)
Policy BNE2	(Amenity Protection)
Policy BNE10	(Advertisements)
Policy BNE12	(Conservation Areas)
PolicyBNE15	(Advertisements in Conservation Areas)
Policy T1	(Impact of Development)

Kent & Medway Structure Plan, 2006:

Policy QL1	(Quality of Development & Design)

Policy QL6 (Conservation Areas)

Planning Appraisal

Principle

In Conservation Areas it is particularly important for advertising signs to be sympathetic in form, scale and materials to their context. The proposed post-mounted sign is considered to be of a suitable size and scale to its surroundings and is unlikely to detract from the character of the Conservation Area in which it will be located. The Urban Design and Conservation Officer has requested a temporary consent be granted for a period of 5 years, after which the 'theme board' shall be reviewed. The application is considered acceptable and in accordance with the provisions of Local Plan Policies BNE12 and BNE15 and Structure Plan Policy QL6.

The nature of the advertisement is such that the proposal is considered acceptable in terms of size, scale and design and is in accordance with the provisions of Local Plan Policy BNE10.

The application is considered acceptable in principle.

Street Scene and Design

The post-mounted sign is unlikely to detract from the character and appearance of the street scene and surrounding area, and will be located adjacent to the Royal Engineers Museum site and within the new College site at Lower Lines, Gillingham. There are a number of other advertisements signs within the area in relation to the Museum and it is not considered that an additional sign will cause detriment to the area. The post-mounted sign will provide information to locals and visitors regarding the area's history and forms part of 13 additional signs, of a similar nature, throughout the area. The sign is not considered to detract from the character of the street scene and local area in this location, and is considered to be of a suitable size and scale in relation to its surroundings. The sign will be visible from Prince Arthur Road and Khyber Road.

The information provided on the sign will include written text, diagrams, photographs and maps. The sign will comprise of a printed image on vinyl backed by GRP board or similar inert material protected by a polycarbonate sheet and all housed within the rebate of the front-hinged frame of the sign enclosure. The design of the information sign or 'theme board' is considered satisfactory in terms of the street scene and character of the surrounding area.

The application is considered acceptable in terms of the provisions of Local Plan Policies BNE1, BNE10, BEN12 and BNE15 of the Local Plan and Policies QL1 and QL6 of the Structure Plan.

Amenity Considerations

The post-mounted sign will not be visible from adjacent neighbouring sites and properties and will not result in detriment to daylight, sunlight and privacy and overlooking issues on neighbouring properties.

The post-mounted sign is not considered to detract from the visual and local amenities of the surrounding area, especially given its location adjacent to the museum and new College Site.

The application is therefore considered acceptable in terms of amenity protection and is in accordance with the provisions of Local Plan Policy BNE2 and Structure Plan Policy QL1.

Highways

The board will not be positioned in such a way that will cause any significant harm to highway safety and as such there is no objection to the proposal on highway grounds. The proposal is considered acceptable in terms of the provisions of Local Plan Policy T1.

Recommendation

MADC Advertisement Consent.

See draft decision notice

This decision relates to the Purpose and Design Statement, Example 'theme board' information x 2, Sheet 5 of 5 9/07, Sheet 1 0f 5 11/07, Sheet 2 of 5, Sheet 3 of 5, and Sheet 4 of 5 received 10 January 2008.

CASE OFFICER	AUTHORISING OFFICER
DATE 3 - 3 - 08	DATE 04/03/08

4/3/08